

FOR IMMEDIATE RELEASE

Novinium Establishes Environmental Stewardship Award

Kent, WA - September 12, 2017- Novinium, provider of electrical cable rejuvenation for power utilities, is pleased to announce the creation of a new, environmental stewardship award to honor the environmental commitment of electrical utilities that choose rehabilitation over replacement of their aging, underground power networks. Electrical cable rejuvenation allows existing electrical cable to be recycled in place, eliminating the waste created by otherwise abandoning and replacing failing electrical cable. In fact, every mile of underground cable that is rejuvenated using Novinium Cablecure mitigates the equivalent of 300 metric tons of CO₂. “Rejuvenating cable instead of replacing cable is less impactful to landscapes and habitats,” says Glen Bertini, CEO and President of Novinium. “Minimizing the number of cables abandoned in the ground is good for business and good for the environment.” Cable rejuvenation saves valuable resources — not only the copper, aluminum, and polyethylene used to make the cable itself, but the diesel fuel used to transport it.

Novinium will present this award to the top 10 utilities using cable rejuvenation, based on the number of feet injected by each utility in a calendar year. “This new award helps boost our industry’s reputation and is a tangible recognition of a utility’s commitment to environmentally responsible solutions,” notes Jon Engman, CFO of Novinium.

For more information about this award, visit www.novinium.com

For more information contact: Jacquie Riehl, Novinium, +1 253.518.0539, Jacque.Riehl@Novinium.com

About Novinium: *Novinium's patented injection process rejuvenates and extends the reliable life of cable up to 40 years. Founded on 28 years of industry experience by the inventors of cable rejuvenation, Novinium's technology solutions address circuit owners' infrastructure problems at a fraction of the cost of existing methods, and save energy and natural resources by eliminating the need for additional production of copper and polymers for new cables. Headquartered in suburban Seattle, the privately held company is the recognized technology leader in cable rejuvenation and was honored as one of Seattle's 2013 Best Places to Work. Further information is available at www.novinium.com.*